

VISIT
**walla
walla**

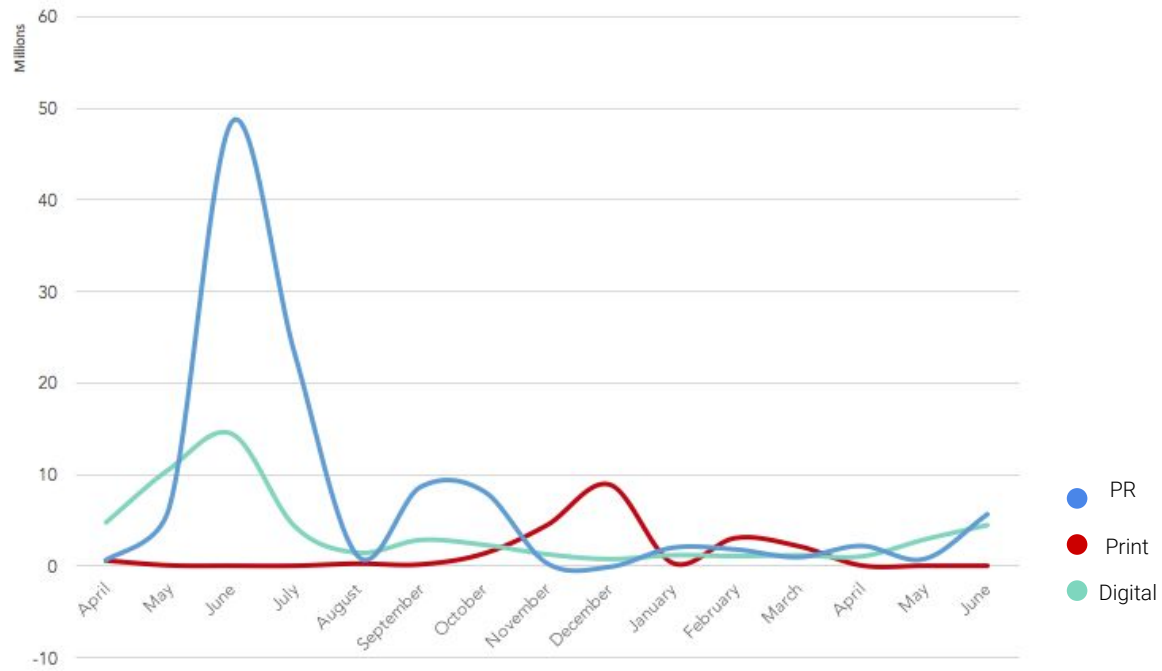
QUARTERLY RECAP // Q2 2018



DVA ADVERTISING & PUBLIC RELATIONS

EXPOSURE: YTD

In Q2, we received over 17.4 million impressions coming from social, display, print, and PR.



TRACTION: YTD

Impressions

Website Sessions

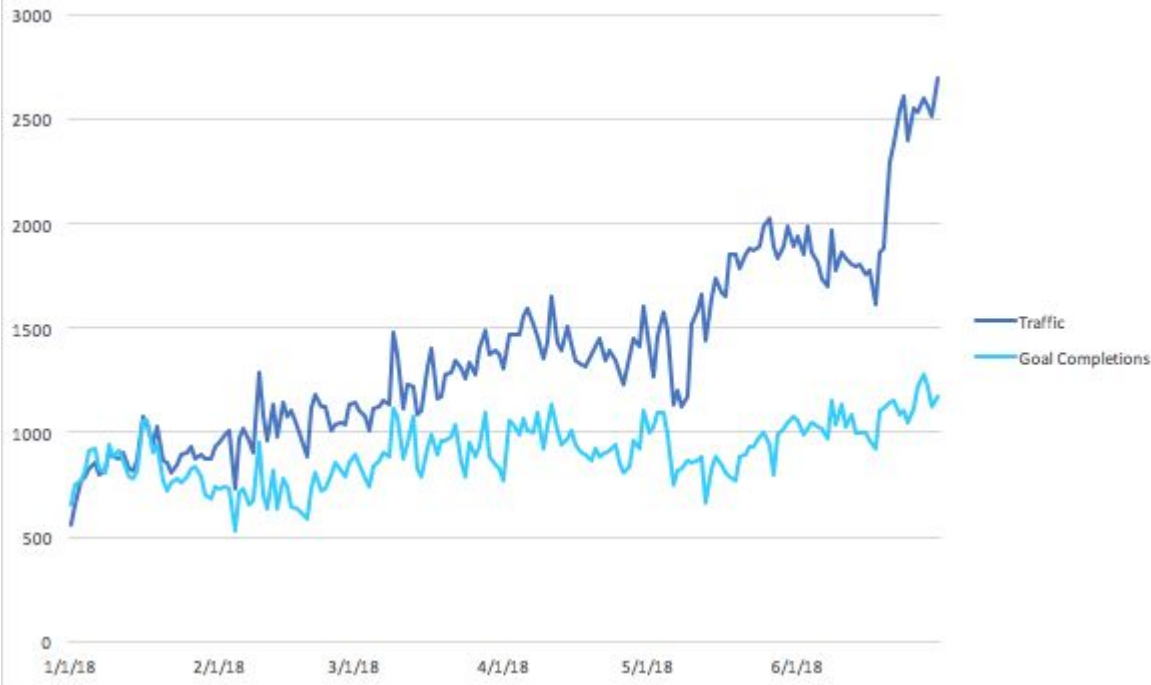


Dip in impressions from less print circulation.

Increase in traffic and impressions from increased digital efforts around the Port campaigns.

There was also a big increase in PR impressions in the month of June.

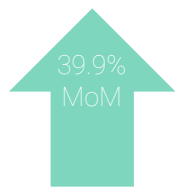
Traffic vs Goal Conversions



ACTIVITY: YTD

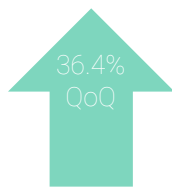
Historically, goal conversions have trended similarly to site traffic.

Both have been trending up throughout the year; however, with the addition of the port campaigns, traffic has increased much more than conversions.



1900

Clicks to Book



30,260

Clicks to Stakeholders



618

Visitor Packet Downloads



172

Newsletter Sign-Ups

Q2 BY THE NUMBERS

17.4 million



156 thousand



89 thousand

impressions

Impressions driven in Q2 from PR, print and digital efforts.

site visits

Non-unique visits by users to the site this month.

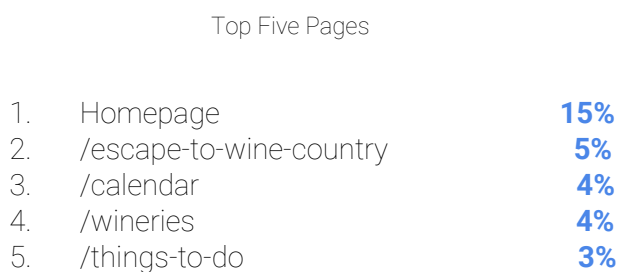
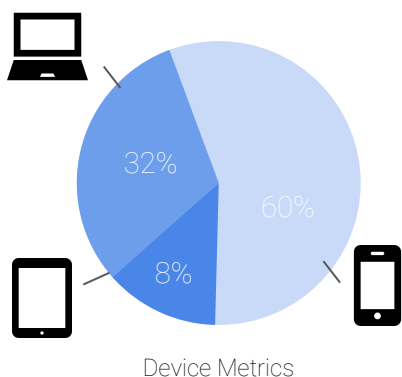
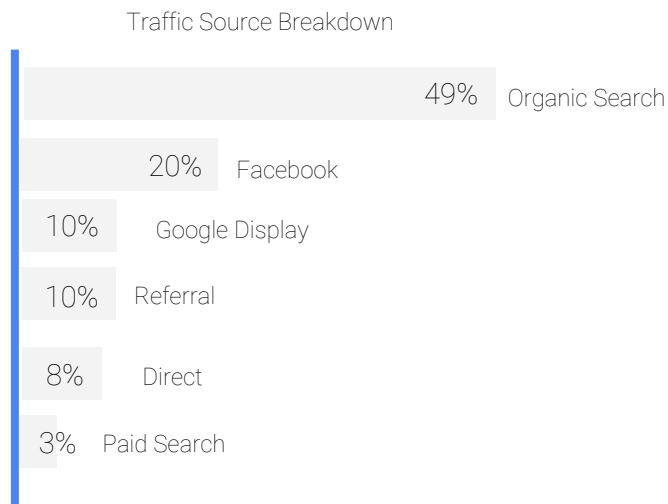
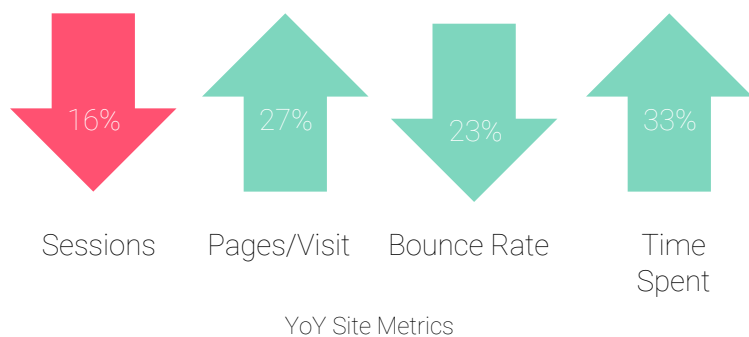
goal conversions

Most conversions are coming from organic traffic.



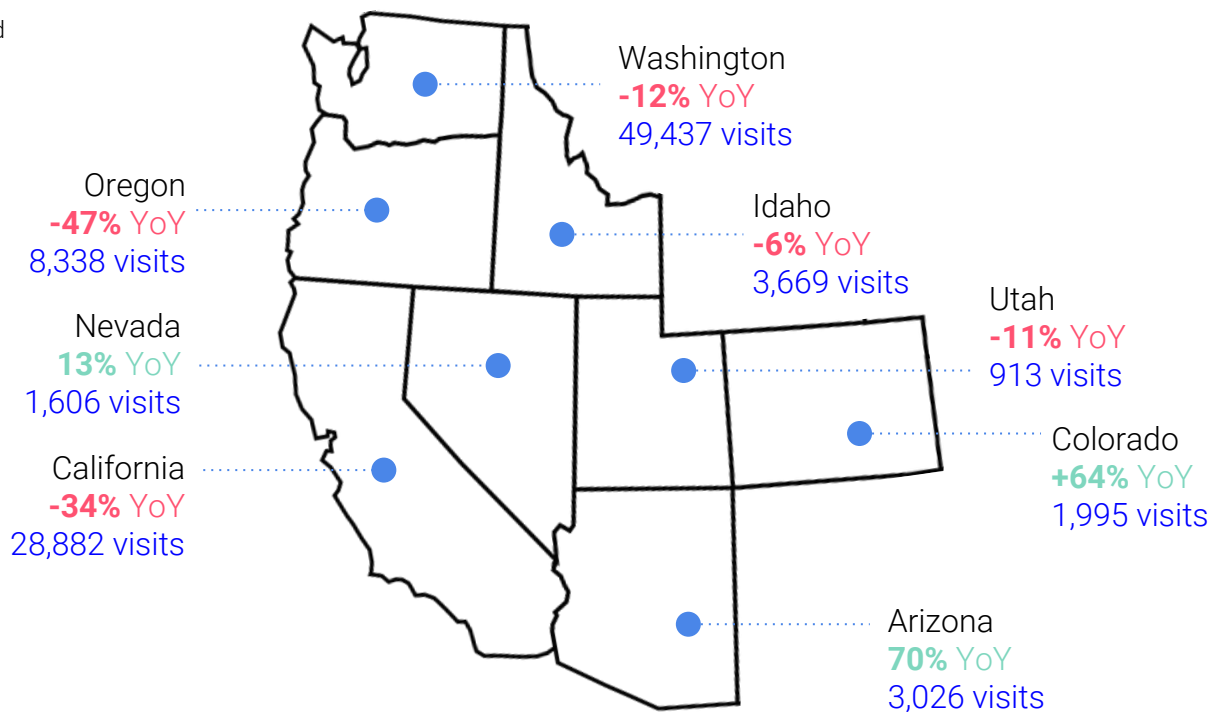
WEBSITE SNAPSHOT

- Q2



WEBSITE STATS

Traffic is down due to running less display in 2018. We instead focused on driving more qualified traffic.



PORT OF WALLA WALLA



BABY BOOMERS

Impressions: 540,341
Landing Page Views: 6,189
Avg. CTR: 1.70%
Cost per landing page view: \$1.35

MILLENNIALS

Impressions: 1,090,775
Landing Page Views: 6,488
Avg. CTR: 0.97%
Cost per landing page view: \$1.28



DISPLAY



Impressions: 905,756
Clicks: 2,593
Avg. CTR: 0.29%
CPC: \$0.93

PORT OF SEATTLE

Visit Walla Walla
Sponsored · 🌐

Wine flies free from the Walla Walla Regional Airport on Alaska Airlines!



WALLAWALLA.ORG
Enjoy Walkable Sights and Sips in Walla Walla
Plan your getaway. [Learn More](#)

86 Reactions 7 Comments 11 Shares

Visit Walla Walla
Sponsored · 🌐

Wine flies free from the Walla Walla Regional Airport on Alaska Airlines!



WALLAWALLA.ORG
Who Knew Wine Country Could Be So Relaxing
Plan your getaway. [Learn More](#)

51 Reactions 2 Comments 9 Shares

BABY BOOMERS
Impressions: 276,979
Landing Page Views: 2,080
Avg. CTR: 1.16%
Cost per landing page view: \$1.08

MILLENNIALS
Impressions: 379,653
Landing Page Views: 1,589
Avg. CTR: 0.72%
Cost per landing page view: \$1.42

Visit Walla Walla
Sponsored · 🌐

Wine flies free from the Walla Walla Regional Airport on Alaska Airlines!
#PortofSeattle



WALLAWALLA.ORG
An Under the Radar Wine Region in the PNW
Plan your getaway. [Learn More](#)

Visit Walla Walla
Sponsored · 🌐

Wine flies free from the Walla Walla Regional Airport on Alaska Airlines!
#PortofSeattle



WALLAWALLA.ORG
Don't Miss Washington's Wine Country
Plan your getaway. [Learn More](#)

DISPLAY



Port of Seattle
WALLA WALLA REGIONAL AIRPORT

Wine flies FREE on Alaska Airlines

Impressions: 3,904,421
Clicks: 12,372
Avg. CTR: 0.32%
CPC: \$0.80

ON-PAGE PERFORMANCE

SOCIAL

Port of Walla Walla

Avg Time on page: 17 seconds
Bounce Rate: 84%
Clicks to book: 5
Newsletter Sign-Ups: 0

Port of Seattle

Avg Time on page: 22 seconds
Bounce Rate: 88%
Clicks to book: 3
Newsletter Sign-Ups: 1

DISPLAY

Port of Walla Walla

Avg Time on page: 38 seconds
Bounce Rate: 84%
Clicks to book: 1
Newsletter Sign-Ups: 13

Port of Seattle

Avg Time on page: 43 seconds
Bounce Rate: 84%
Clicks to book: 0
Newsletter Sign-Ups: 2

- Most commonly clicked ads and keywords for Q2

Top Ads

Visit Walla Walla - The Perfect Washington
Getaway

Ad www.wallawalla.org/WallaWalla

Walla Walla Offers Great Wineries, Enticing Restaurants &
Outdoor Adventures!

Walla Walla, Washington - 120 Wineries To
Choose From

Ad wallawalla.org/WallaWalla/Wineries

The Walla Walla Valley Is Home To One Of The Finest
Wine Regions In The Nation.

View Our Winery Guide - Visit Walla Walla,
Washington

Ad wallawalla.org/WallaWalla/Wineries

The Walla Walla Valley Is Home To One Of The Finest
Wine Regions In The Nation.

Walla Walla, Washington - A Perfect Romantic
Weekend

Ad www.wallawalla.org/WallaWalla

Walla Walla Offers Great Wineries, Enticing Restaurants &
Outdoor Adventures!

Top Keywords

+washington +wineries

+wineries +wa

+visit +washington +state

+washington +wine +country

+washington +wine +tours

Q2
Campaign
Stats

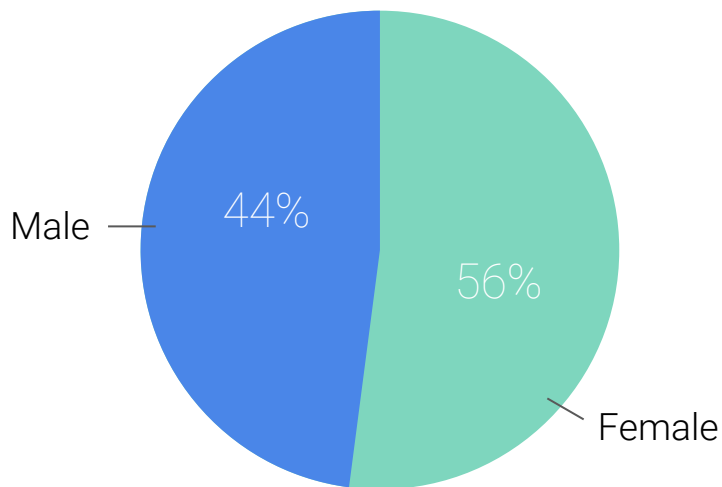
	Impressions	Clicks	CTR	CPC
Wine	16,957	2,003	3.75%	\$1.09
Getaways/Vacation	29,457	1,456	4.94%	\$1.52
Destination Wedding	3,179	125	3.93%	\$5.50
Total	86,041	3,584	4.17%	\$1.42

Avg Time on page: 1:11
Bounce Rate: 64%
Clicks to book: 34
Newsletter Sign-Ups: 1

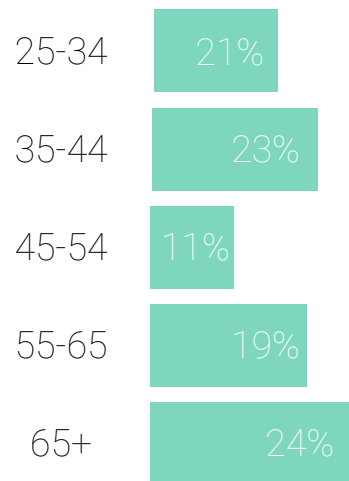
DIGITAL: SOCIAL

In Q2, Facebook clicks trended slightly toward women.

The age groups are now more evenly distributed with the age breakdown of the spring campaign.



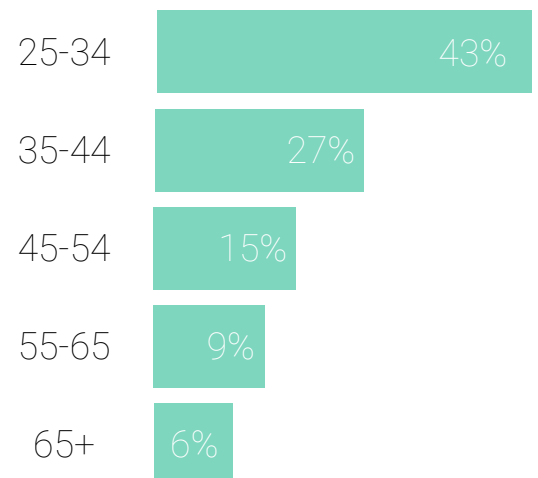
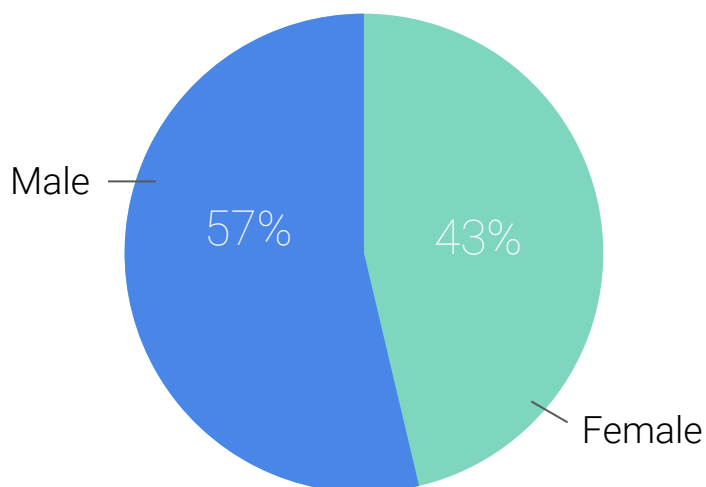
Brand



DIGITAL: DISPLAY

Clicks on Google Display ads trended slightly toward a male audience.

Also, younger age groups are clicking on the ads more often.



The following is a timeline of notable coverage/clippings from June. A complete recap of YTD clippings, including circulation, unique visitors, and PR value can be found at the following link: bit.ly/2rfEjIW

June circulation: 5,732,410

June value: \$136,675

YTD 2018 circulation: 13,956,863

YTD 2018 value: \$755,865

MSN.com
June 4, 2018
"26 Tourist Spots to Avoid - and Where to Go Instead"
 Round-up of popular summer travel destinations, with alternatives offered. Instead of going to Napa, go to Walla Walla.



GoNomad.com
June 20, 2018
"Northwest Roadtrip: Seattle to Walla Walla"
 Kurt Jacobson's story about traveling from Seattle to Walla Walla on a wine tasting road trip.



Alaska Beyond Magazine
June 1, 2018
"Walla Walla, Washington"
 Rick Stedman's overview of what's new and exciting in Walla Walla including Eritage, Wine Valley, Cougar Crest, Allegro, and more.




USA Today
June 15, 2018
"Experience life and food from the ground up with agritourism"
 Overview of agritourism in the United States, including a focus on the cheesemaking at Monteillet Fromagerie.



USA TODAY NEWS SPORTS LIFE MONEY TECH TRAVEL OPINION 79° CROSSWORDS VIDEO GRAT

Agriturismo, American style: 8 farm and food experiences in the USA

Lindsay Cohn, Special to USA TODAY Published 7:53 a.m. ET June 15, 2018 | Updated 7:27 p.m. ET June 19, 2018



24 Photos

Agritourism is on the rise in the USA

The Kroger Family Co.

Northwest Roadtrip: Seattle to Walla Walla



Photographing Mount Rainier from the Bainbridge Island ferry. Kurt Jacobson photos.

June 2018 PR TACTICS***Eritage Preview FAM***

Updates to Eritage FAM schedule and itinerary, planning and outreach to business partners, communication with attendees and Fire & Vine, and coordination of itinerary for June 27-29 tour.

Ray Isle, Travel + Leisure

Communicate with Ray Isle from Food & Wine and Travel + Leisure regarding a September visit to Walla Walla for an early 2019 feature.

Cara Strickland, 1889 Magazine

Build itinerary for Cara's early arrival for the Eritage FAM.

Rob Bhatt, Journey Magazine

Coordination with Rob regarding an extended stay and activities as part of his participation in the Eritage Preview FAM tour.

Ana Sandee, Colorful Foodie

Follow up with Ana Sandee regarding additional coverage planned as a result of her food and wine focused media visit, May 23-28.

Sunset Magazine

Provide images and additional information to Sunset Magazine for inclusion as part of the magazine's Sunset Travel Awards. Fact check content.

Mary Therese-Kinsella

Begin development of itinerary for New Zealand-based wine and food writer Mary Therese-Kinsella's upcoming visit to Walla Walla.

Trivago

Compile image selections for Trivago to utilize, solicit photos from WWVWA, gain approvals/rights to use selected images.

Golf Channel's Morning Drive

Respond to query from Golf Channel's Morning Drive

Amy Glynn, Paste

Coordinating a media visit for Amy Glynn from Paste Magazine based on the Under the Radar, Over the Top press release pitch. Dates TBD.